

An Analysis of Conversational Implicature in Smart Fm's Radio Talk Shows

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ABSTRACT

The objectives of this research were to find out the two types of conversational implicature, namely: generalized conversational implicature and particularized conversational implicature and the dominant one used in Smart FM's Radio talk shows. This research was conducted by using qualitative descriptive design. It took fifty eight conversations taken from Smart FM's Radio talk shows which were on air from April 3rd until 24th 2012. The result of analyzing found two types of conversational implicature were used in the talk shows in Smart FM, they were: generalized conversational implicature and particularized conversational implicature. The findings of data analysis showed that the total numbers of conversational implicature from the two types were: 25 (62,5%) generalized conversational implicature and 15 (37,5%) particularized conversational implicature. It means that generalized conversational implicature is the most dominant type of conversational implicature used in Smart FM's Radio talk shows. It is 62,5%. Generalized conversational implicature is dominant because it indicates that when the interviewees answer the question, they usually used the clear answer to make their partner and listeners understand what he/she talked about. It can be concluded that the dominant conversational implicature that occurred in the four editions of Smart FM's Radio Talk Shows was Generalized Conversational Implicature. It shows that the interviewee gave a strong and clear implicit meaning.

Keywords: Conversational Implicature, Talk Show

INTRODUCTION

Background of the Study

Clark (1977: 3) states that language stands at the centre of human affairs, from the most prosaic to the most profound. It means that language is very important in life and was the power that are used as mean of thinking, understanding, and expressing thoughts and feelings in the community. As the tool of communication, language plays a very important role in conversation as a social interaction instrument among people. Conversation is being done to communicate something in which two or more participants; speaker(s) and listener(s). Speaker's utterance then is interpreted by the listener, both of them produce and exchange meaning. How the listeners interpret the meaning is determined by the speaker's expression. People always use the mass media as a communications as well as exchange information that can be read or listen anytime and anywhere using the media, especially radio in talk show.

Mass media is a public consumption, which the public can hear, see and read. Radio is a part of such mass media besides television and newspaper from which people like to gain information. Levin (1987: 161) states radio is medium of instant communication that can motivate people to action. Smart FM radio is one of the radio that has many talk show with the more priorities to the information and news. Smart Fm in broadcasting fill about 70 percent is news, 30 percent is the songs and musical interludes.

Pragmatics is the study of speaker meaning, Yule (1996: 3). This study is concerned with meaning as communicated by speaker (or writer) and interpreted by a listener (or reader), and it has more to do with the analysis of what people mean by their utterances. The ability of Pragmatics is to communicate more than what is explicitly stated. Pragmatics is divided into Deixis, Reference, Presupposition, Conversational Implicature and Speech acts. This study is focused in conversational implicature that is found in formal conversation such as interview.

Conversational Implicature is a message that is not found in the plain sense of the sentence. The hearer should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction. Levinson (1983) states that conversational

implicature is essentially connected with certain general features of discourse, and the general features of discourse arise from the fact that if our talk exchanges are to be rational, they must consist of utterances that in some ways connected to each other.

This study focuses on the wording of Smart Fm talk show, where business and life's information are famous for their pragmatics language, especially implicature. The writer is interested to discuss this study, because conversational implicature make us to infer what people talk especially in radio talk show. This study is intended to discover the types of conversational implicature used by the interviewees.

This study that used the Conversational Implicature theory is in column of interview of *Tempo Magazine* (Elfrida Masdelina, 2005). In column *Tempo Magazine*, the writer shows us a lot of conversational implicature in dialogue in the form of print media. In this thesis the writer explains the types of maxim and conversational implicature and then the writer in her thesis combines conversational implicature with maxim. In which the writer analyzes the conversational implicature, after that the writer analyzes the meaning implicit in to the types of maxim. After analyzing the data, the writer found that the dominant of conversational implicature and the dominant impact of maxim in conversational implicature in column interview of *Tempo Magazine*. The writer found that the dominant conversational implicature that used in the column interview in *Tempo Magazine* is generalized conversational implicature, with the impact of maxim in that column interview in *Tempo Magazine* is maxim of quantity.

To analyze the implicature talk show, the Conversational Implicature Theory by George Yule (1996) is chosen. Because Yule (1996:40) states that the listener should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction. For the reason, conversational implicature is always invites us to find out the meanings that cannot be uttered by the speaker in a way to understand the types of conversational implicature in advance.

Research Question

The problem of study was formulated as the following: 1) What types of conversational implicature are found in Smart Fm's Radio Talk Shows? 2) What is the dominant conversational implicature in Smart Fm's Radio Talk Shows? 3) What is the implication of the dominant implicature which is found in Smart Fm's Radio Talk Shows?

Objective of the Study

The objective of this study was found out 1) Discover the types of conversational implicature that is used in Smart Fm's Talk Shows. 2) Discover the dominant type of conversational implicature that is used in Smart Fm's Talk Shows. 3) Discover the implication of the dominant implicature that is used in Smart Fm's Talk Shows.

Scope of the Study

The scope of the study is focused on the types of conversational implicature as found in Smart Fm's Talk Shows. It discusses some events of ethos, character, emotion and physiotherapy issues in a week. The data are taken from a month editions of Smart Fm's Talk Shows which broadcasted in April 2012, by George Yule theory.

Significance of the Study

In this case, the findings of the study are expected to be useful for the listeners and those who would like to know more about conversational implicature, especially, students who are majoring English and interested in analyzing language on radio. In theoretic, the findings of the study are expected to give information and knowledge to students and listeners about conversational implicature. At least, the students are familiar with and interested in mass media. This study also expected to be useful for English teachers, as a teaching material to be used in understanding the meaning of conversational implicature in conversation and to expand knowledge on Pragmatics. For other researchers, this study can inspire them to conduct a more in depth research in order to have a better knowledge in understanding the implicit meaning and the message contains in a conversation.

Conceptual Framework

Linguistics

Linguistics is narrowly defined as the scientific approach to the study of language, but language can be approached from a variety of directions. Gelfond (1992) states that linguistics is one characteristic of all languages have in common a systemic nature. By 'systemic' means that language consists of a finite number of ways and in which not all of the mathematically possible combinations occur. It seems that language is actually a system of interdependent and independent. In addition, Sapir (1912) defines that the notion of linguistics form consists of the relation between linguistics forms, which can be considered as morphemes, words and sentences, grammatical process, such as affrication or internal modification and grammar concepts. Peccei (1981) explains that there are two ideas in studying linguistics form, the basic concepts are related and modified. There are many linguistics' subfield concerned with particular aspects of linguistic structure, ranging from those focused primarily on form to those focused primarily on meaning, they are: phonetics, phonology, morphology, syntax, semantics, and pragmatics.

Pragmatics

Pragmatics is one of the important studies that discuss about meanings of a language. Peccei (1981:2) asserts that pragmatics is the other parts of linguistics field used to describe that the different meanings and the kind of issues which are dealt. However, Bierwisch in Levinson (1983:6) assert that pragmatics is one of those words (societal and cognitive are others) that give the impression that something quite specific and technical is being talked about when often in fact it has no clear meaning. It means that the speaker or writer do not give a brief statement/utterance in communicating. Pragmatics is the study of meaning conveyed by the speaker and interpreted by the hearer. In other words, pragmatics deals with meaning communicated by the language users. In addition, Kearns (2000:1) says that pragmatics deals with all the ways in which literal meaning must be refined, enriched, or extended to arrive at an understanding of what a speaker meant in uttering a particular expression. Moreover, Yule (1996: 3) states that pragmatics is the study of contextual meaning. It is very necessary because it analyzes the interpretation of what people mean in particular context and how the context influences what is said. By the system of language and the language itself, human can understand

each other in their communication in order to explore the meaning from the speaker to the listener. Speaker should be able to understand what is said and the listener should be able to make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. Pragmatics which deals with the utterances has some divisions based on the aspect of language such as Deixis, Presupposition, Speech Acts, and Conversational Implicature.

Conversational Implicature

Yule (1996: 40) states that implicature is an additional conveyed meaning. It is something that is more than just what the word means. Conversational implicature is related to the knowledge of what the speaker and the listener in understanding the utterances said that the speaker and the listener must also comply with all rules. There are two types of conversational implicature; first is called generalized conversational implicature and the second is particularized conversational implicature (Yule, 1996: 40-44).

Generalized Conversational Implicature

Generalized conversational implicature is generated by saying something that is inferable without reference a feature of the context, Yule (1996:41). It occurs where these of certain forms of words in an utterance would normally carry such as implicature or type of implicature. Generalized conversational implicature commonly applies more important issue particularly to what according to logic conversation or the logical constant conversation

Particularized Conversational Implicature

Particularized conversational implicature has a wide range of applications that illustrates the informative expression. This implicature always calculated the expression with special knowledge of any particularly context, however most of the time, the conversation take place in very specific context in which locally recognized inferences is assumed, Yule (1996:42).

Mass Media

Mass media is a public consumption, which the public can hear, see and read, which is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. From all the kinds of mass

media just one type using a hearing is radio, which frequency and tuning to finding the radio wave.

Radio

Radio is a part of such mass media besides television and newspaper from which people like to gain information. Radio is a way to send electromagnetic signals over long distance, to deliver information from one place to another (<http://simple.wikipedia.org/wiki/Radio>). In addition, radio often used when World War I and II to give some clue, code and information about enemies. Radio was first created as a way to send messages between two people, but it is now used to listening the music, news and entertainers. Smith (1985:174) stated that most radio stations specialize, with audience as their target. Smart FM is one of the news and talk show radio in Medan, which businessman is one of their targets.

Smart FM

Smart FM is an Indonesia radio that the broadcast spread in all over Indonesia such as Jakarta, Manado, Makasar, Banjarmasin, Palembang, Balikpapan, Semarang, Surabaya, Pekanbaru and Medan. Smart FM Medan officially operated in Medan on April 27th 2006 (<http://smartfm.org/>). Smart FM Medan opened the office in C Building 4th floor Microskill campus, Thamrin street no. 112, with 101, 8 FM (Frequency Modulation). Smart FM Medan operated under auspices PT. Radio Medan Indah Suara Handalan. As we know Smart Fm is radio with the active listener characteristic, attentive, ensuring the message delivered at the hearing and implemented. In addition, that radio could give provide benefits to the partners of the association who successfully built Smart FM with experts, bureaucrats and society. Smart FM Medan also has an International program, that collaboration with BBC World Service, which the information is current and reliable. The radio is also a high quality radio that gives the good quality news and comes from the trusted sources. Besides gives the latest information, Smart FM also has the talk show program that broadcast every day. Smart FM Medan has many programs

such as Smart Business Talk, Medan Insight, Smart Physiotherapy, Smart Ethos, Smart Character, and Smart Emotion.

Radio Talk Show Program

A radio talk show is an interactive communication. It is a radio program where one person (or group of people) discuss various topic put forth by a talk show host. According to Littlejohn (1999:327) interaction communication includes audience feedback. Sometimes, radio talk show feature a panel of guests, usually consisting of a group of people who are learned or who have great experience in relation to whatever issue is being discussed on the show for that episode. A call-in show takes live phone calls from callers listening at home or in their cars that especially for radio's listeners. According to Morrison (2008: 212) radio talk show is a program present one or two informant to discuss or talk a topic lead by a host or producer of that talk show's topic. Therefore, it can be concluded that talk show is interactive communication.

METHODOLOGY

Research Design

This study was conducted by applying descriptive qualitative method. Creswell (1998:15) define that qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. And also qualitative research involves analysis of data such as words, examples from interviews, transcripts, pictures, video, recordings, notes, documents, the products and records of material culture, audio-visual materials and personal experience materials (such as artifacts, journal and diary information and narratives). This study was intended to find out the conversational implicative in *Smart FM's Radio Talk Shows*.

Subject

To get the result of the research, the data was needed and chosen deals with the problem that was related to the study. In this study, the source of data was taken from the talk shows of *Smart FM's Radio*. There are four talk shows per week, and the writer has analyzed the four weeks edition in April 2012.

Data Collection

The data were collected by applying recording technique. The procedures of collecting the data presented as follows: 1) Record the data from the radio. 2) Transcribe the data into written language.

Technique for Analyzing Data

The data were analyzed based on Yule's theory about conversational implicature in Smart Fm's talk shows radio by the following techniques:

- 1) Identifying the types of conversational implicature in each utterance of the interviewees.
- 2) Underline the occurrences of each type of conversational implicature
- 3) Counting the occurrences of each type of conversational implicature.
- 4) Converting the occurrences into percentages.
- 5) Determining the most dominant
- 6) Describing the findings of the study.

RESULT AND DISCUSSION

Qualitative Method

After collecting the data, the talk shows in Smart Fm's radio are classified based on the types of Conversational Implicature. There are two types of Conversational Implicature, namely: Generalized Conversational Implicature and Particularized Conversational Implicature. It was found that there were 40 occurrences of conversational implicature. The conversation were

numbered from 1 up to 58 (see Appendix). Here are some examples of conversational implicature in the four editions of Smart Fm's Talk Shows.

Smart Physiotherapy “Carpatal Syndrome” (April 3rd 2012)

Conversation 3

Agatha : Hari ini pak kita akan membahas tentang carpatal syndrome, nah smart listener sendiri masih awam dengan istilah ini ya pak, nah bapak bisa jelasin sedikit gak pak tentang carpatal syndrome ini?

Timbul : Jadi begini ya mbak, untuk edisi kali ini kita akan membahas penyakit yang mengenai pergelangan tangan dan jari-jari, nah kita tahu anatomi dulu ya mbak, pergelangan tangan di ikat oleh pengikat sendi, nah dibawahnya itu ada tulang-tulang juga yang melekat melengkung dimana batas atas ligament tadi, dan dibawah tulang-tulang itu dibentuk terowongan antara pembungkus sendinya atau ligamennya dengan tulang yang dibawahnya. Didalam terowongan itu tempat lewatnya saraf, pembuluh darah dan lain-lain. Dimana apabila terjadi suatu iritasi, suatu permasalahan ditanal tersebut itu bisa mengakibatkan jadi infamasi, atau peradangan yang bisa mengakibatkan saraf terjepit, dan saraf yang keluar dari situ disebut saraf medians, atau saraf tengah.

The type of conversational implicature that was found in the utterances was Generalized Conversational Implicature, because occurs when conversation takes general context related to Agatha's question, and Timbul's answer can be understand as he said.

Smart Character “Persuasion Skill” (April 11th 2012)

Conversation 18

Nancy : Menarik sekali ya pak, dimana kita harus memahami yang namanya persuasive. Pak ini kan teknik dimana kita mempengaruhi, tetapi pak ada juga teknik yang mempengaruhi itu dalam bentuk negative, menurut bapak gimana ya pak?

Jakoep : Smart listeners, dalam sciene yaitu neorosciene, secara neorologi disaraf kita didalam panca indra kita, kita melihat, mendengar dan merasa kita mengamati sekeliling kita, sebetulnya respon yang masuk keotak kita itu langsung dianalisa, nah itu lebih kuat analisisnya daripada perintah kata-kata. Saya kasih contoh, tiba-tiba terdengar suara gluduk atau petir, kita langsung berpikir apa? Pasti mau hujan kan, lalu kita mendengar suara piring atau gelas pecah, otomatis kita menoleh ke sumber suara tersebut. Nah itulah saraf sensorik yang tidak bisa kita perintah, secara reflek menangkap input2 yang membentuk suatu pola dalam pikiran kita, karena itu smart listeners, persuasi melalui karakter dimana kita bisa melakukan perilaku yang diteladani, seperti kisah yang saya bicarakan tadi itu lebih kuat melalui 3 hal ini: 1) Persuasi yang dipengaruhi oleh respon kita yaitu oleh character kita ya. 2) Persuasi yang dipengaruhi oleh kredibilitas kita. 3) Persuasi yang dipengaruhi oleh kharisma kita.

The type of conversational implicature that was found in the utterances was Particularized Conversational Implicature, because everything that is captured by the sensors in the brain will be processed first, so to create positive and negative sides, the brain will process it first.

Smart Emotion “EQ and NLP” (April 19th 2012)

Conversation 26

Lili : Sebelumnya kita pengen tahu dulu ini pak antoni NLP itu apa sih? Nah kemudian kita juga pengen tahu dulu ini pak, ketika kita ingin berbicara yang kaitannya dengan soft people untuk bisa mengetahui dan mendekatkan self mereka dengan NLP, nah tapi kita kan musti kenal dulu, karena ada rulesnya sales itu yang harus mengerti proses NLP. Nah itu bagaimana pak?

Antoni : Saya yakin kalau mbak lili kan sudah sering mewawancarai para pembicara-pembicara sales, itu kan ada banyak sekali proses, konsep-konsep tentang sales. Contohnya saya masih ingat saya pernah berbicara disebuah perusahaan mengajarkan tentang sales, dan mereka mengenal konsep sales namanya spanco, dimulai dari suspect yaitu siapa

kira-kira yang bisa jadi customer, kemudian prospect, appoche, closing, order. Nah macam-macam la model siklus sales, ada juga yang mengatakan dari prospect dulu baru ke report lalu ke qualified lalu ke present and ke closing. Apapun model yang dipakai menurut saya prinsip yang dinamakan EQ dan NLP bisa kita terapkan. Yang ingin saya terangkan kepada smart listener adalah apa manfaat kita terutama sales belajar kedua ilmu ini EQ membantu kita untuk related dgn bagus, yang mengatur emotionalnya kita terutama sales. Kenapa sales perlu belajar EQ karena itu menyangkut 4 hal tadi aware self, aware sale, aware people and aware environment. Nah didalam NLP prinsip itu diajarkan dengan teknik-tekniknya, dan ketika digabungkan itu pasti akan sangat dasyat banget.

The type of conversational implicature that was found in the utterances was Particularized Conversational Implicature, because it needs some special knowledge to understand that conversation. Relating to the question-answer, it can be concluded that it needs to combine all the concepts to get the great results.

Smart Ethos “The Ethos Leadership” (April 24th 2012)

Conversation 38

Dariel : Tadikan seperti yang telah dikatakan kalau secara individual ethos ini memang identik dengan hal yang sering kita lakukan yaitu untuk semangat. Nah kalau menurut pak Jansen sendiri, perkembangan leadership ini nanti akan kita coba kaitkan dengan ethos sementara ini di Indonesia bagaimana pak?

Jansen : Saya coba bikin status di Facebook tentang topic kita malam ini, banyak tanggapan tentu saja tetapi tanggapan itu tipical bahwa kira-kira gini, sekarang ini kita sedang masuk atau mengalami sebuah suasana nasional yang biasa disebut jaman edan. Jaman edan tentunya adalah sebuah kronik jawa dari jaman ronggo warsito lah itu dari beberapa abad yang lalu tentang suasana pulau jawa atau nusantara. Jaman edan yang segala sesuatu dibalikkan apa yang wajar menjadi tidak wajar, apa yang benar menjadi terbalik, nah itulah yang sekarang kita hadapi. jadi kita tau mestinya membela yang benar sekarang membela yang bayar.

The type of conversational implicature that was found in the utterances was Generalized Conversational Implicature. This type means that what is said about does not having the implicit meaning that makes us difficult to understand it, because that is the real condition in our country.

After analyzing the data and determining the types of conversational implicature in *Smart Fm's Talk Shows*, the findings are presented as follows:

The Percentages of the Types of Conversational Implicature

No.	Types of Conversational Implicature	Frequency (F)	Percentages (X)
1.	Generalized Conversational Implicature	25	62.5%
2.	Particularized Conversational Implicature	15	37.5%
	Total (N)	40	100%

Table above shows that the two types of conversational implicature were occurred in the four editions of *Smart Fm's Talk Shows*. They were Generalized Conversational Implicature (25) and Particularized Conversational Implicature (15). The total number of conversational implicature was 40. The most dominant types of conversational implicature were Generalized Conversational Implicature (62.5%). It means that when the interviewees answer the question, they usually used the clear answer to make their partner and listeners understand what he/she talked about. This way makes the conversation or the interview can runs well because the participants of the conversation or interview can understand each other.

CONCLUSION AND SUGGESTIONS

Conclusions

After analyzing and determining the types of conversational implicature in the transcript of the four editions in Smart Fm's Talk Shows, the conclusions are presented as follows:

1. The two types of conversational implicature were occurred in the four editions of Smart Fm's Talk Show. They were Generalized Conversational Implicature (25) and Particularized Conversational Implicature (15).
2. The most dominant types of conversational implicature were Generalized Conversational Implicature expressed by interviewees with 25 occurrences (62.5%) which is frequently used in interview of *Smart Fm's Talk Shows*.
3. The interviewee gave a strong and clear implicit meaning when answer the questions. There is no extra knowledge to extract the meaning, so the interviewer and the interviewee can easily understand each other.

Suggestions

By considering the research findings and the conclusions, there are some suggestions which are presented as follows:

1. The students who learn Pragmatics need to comprehend conversational implicature so that they can get the meaning from information that found in conversation.
2. English teachers are suggested to enrich their teaching materials by using television program to improve the students' ability and to grow the students' interest in conversational implicature.
3. Other researchers are suggested to make a more depth analysis of conversational implicature in other objects.

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